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IN THE CLAIMS

1. (Currently Amended) A method for driving an LCD, comprising the steps

of:

(i) providing an LCD with a number of columns,

(ii) providing an LCD with a number of rows,

(iii) whereby to provide a number of pixels to said LCD, and

(iv) driving the LCD by an applied field parameter selected from the group multiple inversion of one of a column, multi-row, multi-column, and multi-pixel inversion, whereby to provide a reduced total fringe field effect to maintain contrast and a minimised flickering on a display.

2. (Currently Amended) ~~A~~ The method as defined in Claim 1, wherein the multiple-row, multi-column and multi-pixel inversions are adjustable.

3. (Currently Amended) ~~A~~ The method as defined in Claim 1, wherein there is a number of columns (m) which is any integer from two to the number of scan lines and wherein there is a number of rows (n) which is any integer from two to the number of column lines.

4. (Currently Amended) ~~A~~ The method as defined in Claim 3, wherein there is an (n)-row inversion applied to a passively and an actively driven LCD, and wherein (n) is any integer from two to the number of scan lines.

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5. (Currently Amended) ~~A~~The method as defined in Claim 3, wherein there is an (m)-column inversion applied to an actively driven LCD, (m) being any integer from two to the number of column lines.
6. (Currently Amended) ~~A~~The method as defined in Claim 3, wherein there is an $n \times m$ -pixel inversion in an actively driven LCD, where (n) is an integer from two to the number of scan lines and (m) is an integer from two to the number of column lines.
7. (Currently Amended) ~~A~~The method as defined in Claim 1, wherein said method is applied to one of an actively driven miniature TFT LCD and a reflective liquid crystal on silicon LCD.
8. (Currently Amended) ~~A~~The method as defined in Claim 1, wherein there is simultaneous inversion of one of a plurality of columns, rows or pixels of an LCD.
9. (Currently Amended) ~~A~~The method as defined in Claim 8, wherein said plurality comprises two.